Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-19 (canceled)

Claim 20 (currently amended):   A method for displaying a TV program to a viewer, comprising:

processing information indicative of preferences of the viewer to develop viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

presenting the viewer with a first list of TV programs available for viewing, the programs selected and arranged in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer after viewing the first list and in response to the viewer answering a query, the feedback input requesting different selections than in the first list; and

presenting the viewer with a second list in response to said feedback input requesting different selections than in the first list, said second list including alternative TV programs available for viewing, the alternative programs selected in accordance with an alternative viewer characteristics information profile, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer,. wherein the feedback is based on the viewer answering a query.

Claim 21 (original): The method of claim 20, wherein the alternative profile includes alternative viewer characteristics information for the viewer.

Claim 22 (original): The method of claim 20, wherein the alternative profile includes viewer characteristics information for a second viewer.

Claim 23 (original): The method of claim 20, wherein the alternative profile includes generic viewer characteristics information, the generic information pre-selected in accordance with one or more viewer demographic traits.

Claim 24 (original): The method of claim 23, wherein the generic information is pre-selected in accordance with any one or more of available TV program content, rating, schedule, or duration.

Claim 25 (previously presented): The method of claim 20, further comprising:
    replacing the viewer profile with the alternative profile.

Claim 26 (previously presented): The method of claim 25, further comprising:
    allowing the viewer to edit the alternative profile.

Claim 27 (previously presented): The method of claim 20, further comprising:
    randomly selecting the alternative profile from a plurality of available alternative profiles.

Claim 28 (previously presented): A method for presenting available TV programs to a viewer, comprising:
processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;
    storing the viewer characteristics information profile on a viewer storage device;
    selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile; and

presenting the viewer with one of a first list of the selected programs and an alternative second list of programs, the first list arranged in accordance with the viewer characteristics information profile, and the second list arranged in accordance with an alternate viewer characteristics information profile, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer, wherein the second list is based on feedback input from the viewer of the first list resulting from a query.

Claim 29 (previously presented):   The method of claim 28, wherein selecting the programs comprises:

processing information indicative of characteristics of the selected programs, and wherein presenting the list comprises presenting the viewer with a list of the selected programs, the list arranged in accordance with the viewer profile and the characteristics of the selected programs.

Claim 30 (original): The method of claim 28, wherein the list is sorted in accordance with the degree of correspondence between the characteristics of each selected program and the viewer profile.

Claim 31 (original): The method of claim 28, wherein presenting the list comprises: presenting the viewer with a list of the selected programs, the list including the characteristics of the selected programs.

Claim 32 (previously presented): A method for presenting TV programs to a viewer, comprising:

processing information indicative of preferences of the viewer to develop a viewer characteristics information profile for the viewer;

storing the viewer characteristics information profile on a viewer storage device;

selecting a predetermined number of TV programs from a plurality of TV programs available for viewing, the programs selected in accordance with the viewer characteristics information profile;

presenting the viewer with a first list of the selected programs, the first list arranged without viewer input in accordance with the viewer characteristics information profile;

receiving feedback input from the viewer based on a query about the first list; and

presenting the viewer with a second list of selected programs based on said feedback input, wherein the second list arranged in accordance with an alternate viewer characteristics information profile, wherein the viewer characteristics information profile and the alternative characteristics information profile coexist and the first list and the second list remain available to the viewer after receiving the feedback input from the viewer based on the query.

Claim 33 (previously presented): The method of claim 20, wherein the feedback is manually entered by the viewer.

Claim 34 (previously presented): The method of claim 20, wherein the alternative TV programs on the second list are each different from the TV programs on the first list.

Claim 35 (previously presented): The method of claim 20, wherein the first list remains available after presenting the second list.

Claim 36 (previously presented): The method of claim 20, wherein the second list is unrelated to the first list.

Claim 37 (previously presented): The method of claim 20, wherein the second list is based on a viewer choice between alternative available lists.

Claim 38 (previously presented): The method of claim 20, the alternative characteristics information profile is selected from a fixed set of profiles.

Claim 39 (previously presented): The method of claim 38, wherein the fixed set of profiles is based on demographics.

Claim 40 (previously presented): The method of claim 38, wherein the alternative characteristics information profile is created based on a random selection from the fixed set of profiles.

Claim 41 (previously presented): The method of claim 38, wherein the alternative characteristics information profile is created by randomly selecting profile parameters from the fixed set of profiles.

Claim 42 (previously presented): The method of claim 38, wherein the fixed set of profiles is one of pre-created and pre-captured.